Question and answers

Question #	Question	Answer (formula)	Answer (values)	
Q1	What is the overall Sales Total?	€2,938,089	€2,938,089	
Q2	Which is the Order Priority category with the lowest Average Shipping Cost, overall?	Medium	Medium	
Q3	What is the total amount of Sales generated by the Consumer Segment in Italy?	€146,704	€146,704	
Q4	Which country generated the highest amount of Sales in the Consumer Segment?	France	France	
Q5	Which Sub-Category had the highest number ot items sold in the South Region for the Year 2013?	Storage	Storage	
Q6	How many items of the Office Supplies Category were sold in total across all regions in 2013?	6,400	6,400	
Q7	What was the overall Profit generated in Q3-2013 (the third quarter of 2013)?	€24,822	€24,822	
Q8	In 2013 in Italy, there was one quarter with a negative Profit for the Furniture Category, can you tell which quarter it was? (eg: Q1, Q2, Q3, Q4)	2013-Q3	2013-Q3	
Q9	Let's pretend that the GA Demo account is related to the data we are analysing here. The business wants to know which country has the highest Sales per User ratio for the year 2014. Create a Pivot Table with the list of Countries and their relative Sales in Q12014, then go to Google Analytics and navigate to the report with all the countries and their relative number of Users that visited the website, export the data and load it to your Google Sheet. With a vlookup merge the GA visits to the correspondant country in the Sales table and calculate the ratio between Sales / Users. Which country has the highest ratio?	France	France	**Due to different timeframe of Data suppose Q12014 (from Global Superstore)= Q12021 (GA4)
Q10	Given the setting in the previous question, what is the overall Sales / User (across all countries) for Q1 2014?	5266.71%	5266.71%	**Due to different timeframe of Data suppose Q12014 (from Global Superstore)= Q12021 (GA4)

Ho utilizzato i dati del demo account di GA, in quanto in quelli di GA4 non solo non vi sono dati relativi al Q1 2021 ma non è neanche possibile estrarre i dati in CSV.

Work done

ANSWER 1

Total Sales	€2,938,089

ANSWER 2

Order Priority	AVERAGE of Shipping Cost
Critical	69.17
High	39.53
Low	32.59
Medium	21.31

ANSWER 3

Italy total sales	€146,704

ANSWER 4

a filter is applied

Country	SUM of Sales
Austria	€43,523
Belgium	€24,917
Denmark	€6,470
Finland	€15,273
France	€434,394

Germany	€343,495
Ireland	€9,868
Italy	€146,704
Netherlands	€51,289
Norway	€8,022
Portugal	€7,073
Spain	€141,901
Sweden	€13,113
Switzerland	€13,565
United Kingdom	€270,109

ANSWER 5

a filter is applied

SUM of Quantity	Order Year			
Sub-Category	2011	2012	2013	2014
Accessories	55	64	104	122
Appliances	42	78	81	82
Art	173	268	265	367
Binders	207	243	262	298
Bookcases	58	85	89	140
Chairs	48	50	82	85
Copiers	39	80	103	145
Envelopes	46	73	94	85
Fasteners	54	53	62	90
Furnishings	71	96	111	144
Labels	72	75	69	138
Machines	22	67	60	116
Paper	43	89	113	171
Phones	82	75	85	196

Storage	222	226	284	346
Supplies	39	97	62	144
Tables	18	17	19	11

ANSWER 6

SUM of Quantity	Order Year			
Category	2011	2012	2013	2014
Furniture	969	1,244	1,495	1,963
Office Supplies	4,214	5,621	6,400	8,648
Technology	1,064	1,665	1,802	2,688

ANSWER 7

Order Date - Year	SUM of Profit
2011-Q1	5,351.46
2011-Q2	13,456.70
2011-Q3	23,211.57
2011-Q4	19,605.89
2012-Q1	13,542.26
2012-Q2	19,019.34
2012-Q3	33,613.10
2012-Q4	17,809.88
2013-Q1	21,068.90
2013-Q2	20,846.17
2013-Q3	24,822.19
2013-Q4	31,537.93
2014-Q1	22,146.37
2014-Q2	27,000.22
2014-Q3	43,656.72

2014-Q4	36,141.06

ANSWER 8

a filter is applied

Order Date - Yea	SUM of Profit
2013-Q1	29.65
2013-Q2	390.46
2013-Q3	-567.63
2013-Q4	64.40

ANSWER 9

a filter is applied

Order Date - Yea	Country	SUM of Sales		Users GA	Ratio Sales / Users
2014-Q1	Austria	2,845.65		410.00	694%
	Belgium	741.84		820.00	90%
	Denmark	1,186.93		591.00	201%
	France	60,747.92		3.80	1596948%
	Germany	27,424.16		3.30	831035%
	Ireland	1,642.88		1.16	141383%
	Italy	19,985.59		2.75	727013%
	Netherlands	3,298.50		2.03	162248%
	Norway	886.98		359.00	247%
	Spain	13,903.52		3.91	355225%
	Sweden	3,792.80		998.00	380%
	United Kingdom	32,183.93		7.05	456510%
2014-Q2 Total		230,563.33			

2014-Q3 Total	336,616.65
2014-Q4 Total	306,383.07

ANSWER 9

the overall Sales / User (across all countries) for Q1 2014   5266.71%